

Message Text

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SUBJ: LICENSING, JOINT VENTURE, MARKETING OPPORTUNITY: HAGEMEYER NV

REF: A) USDOC 24765, DEC 28, 1977 AND PREVIOUS: B) AMSTERDAM 1148,
DEC 14, 1977 AND PREVIOUS

1. STATUS REPORT: HAGEMEYER PROJECT IS DEVELOPING WELL. AS REPORTED IN REFTEL B), HAGEMEYER, A VERY LARGE MULTINATIONAL TRADING AND MANUFACTURING FIRM WITH SALES IN 1977 OF US DOLS 700 MILLION, IS ACTIVELY INTERESTED IN EXPANDING ITS CONTACTS WITH AMERICAN MANUFACTURERS AND SUPPLIERS. REFTEL A) AND PREVIOUS RECORD USDOC EFFORTS IN SUPPORT OF THIS CONSULATE S PROJECT TO HELP HAGEMEYER DO SO.

2. HAGEMEYER IS CURRENTLY PREPARING TO MANUFACTURE ONE ELECTRICAL ITEM UNDER LICENSE WITH MCGRAW EDISON AND WILL MARKET SEVERAL OTHER ITEMS FROM THAT FIRM S LINE IN EUROPE AND THE MIDDLE EAST, INCLUDING VILLAGE BLACKSMITH ELECTRIC TOOLS AND INGRAHAM CLOCKS. ONCE THIS INITIAL VENTURE IS SUCCESSFULLY LAUNCHED, HAGEMEYER WILL ALSO PRODUCE SEVERAL TOASTMASTER ITEMS UNDER PRIVATE LABEL FOR THE MIDDLE EAST, AFRICA AND AUSTRALIA, AND WILL ADD AT LEAST TEN MORE MCGRAW EDISON LINES TO ITS WORLDWIDE MARKETING MIX. JOINT VENTURES IN MANUFACTURING AND MARKETING ARE THE FINAL GOAL.
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FIRST YEAR SALES OF MCGRAW EDISON ITEMS BEING MARKETED BY HAGEMEYER ARE PROJECTED AT US DOLS 2 MILLION. SALES OF THE FIRST ITEM TO BE MANUFACTURED UNDER LICENSE ARE PROJECTED AT US DOLS 3.5 MILLIONS.

3. IN ADDITION TO ADVANCED PROSPECTS OF COOPERATION WITH MCGRAW EDISON, HAGEMEYER IS DISCUSSING JOINT MARKETING AND POSSIBLE

LICENSING FOR MANUFACTURE OF HIGH VOLTAGE CONSUMER ELECTRICAL PRODUCTS WITH HAMILTON BEACH, MAGNETIC LABORATORIES, PROCTOR SILEX AND SCHICK.

4. A NATIONAL PRESTO LINE OF PRODUCTS IS ALSO CURRENTLY UNDER-GOING TESTING IN HAGEMEYER S LABORATORY AND IS BEING SUBMITTED FOR NATIONAL STANDARDS CLEARANCES TO THE APPROPRIATE AGENCIES OF EACH EEC COUNTRY. THE MARKETING OF PRODUCTS OF THE NESCO COMPANY IS ALSO OF DEFINITE INTEREST BUT DISCUSSIONS ARE BEING DELAYED BY LEGAL CONSIDERATIONS AND THE UNWILLINGNESS OF HAGEMEYER TO ADD LINES TOO QUICKLY. THE FIRM IS PRESENTLY DIGESTING A CORPORATE REORGANIZATION AND RATIONALISATION PROGRAM AND, WHILE INTEREST IN RAPID EXPANSION OF CONTACTS WITH AMERICAN SUPPLIERS IS HIGH, HAGEMEYER IS PROCEEDING WITH CAUTION TO AVOID STRAINING AVAILABLE RESOURCES.

5. IN ADDITION TO THE LICENSING, JOINT VENTURE AND MARKETING DEVELOPMENTS MENTIONED ABOVE, HAGEMEYER IS INVESTING IN THE UNITED STATES. THE FIRM PURCHASED 60 PERCENT OF YORX ELECTRONICS CORP. IN 1977 AND NOW HAS AN ACTIVE COFFEE AND TEA TRADING COMMODITY FIRM: SAKS INTERNATIONAL OF NEW YORK. OTHER ACQUISITIONS ARE BEING SOUGHT.

ACTION REQUESTED: THE ABOVE IS PROVIDED FOR INFORMATION ONLY. AS THE RECORD CONFIRMS, ALL THE CONTACTS BEING PURSUED BY HAGEMEYER ARE THE RESULT OF USDOC INPUT. THIS EXCELLENT SUPPORT IS GREATLY UNCLASSIFIED

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APPRECIATED. GIVEN THE DELICATE STAGE OF CURRENT NEGOTIATIONS BETWEEN HAGEMEYER AND THE AMERICAN FIRMS MENTIONED, IT IS REQUESTED THAT NO CONTACT BE MADE WITH THE AMERICAN COMPANIES INVOLVED. LAGASSE

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